

**From:** Lynne Adamson  
**To:** [Joshua.riddiford@alliedpress.co.nz](mailto:Joshua.riddiford@alliedpress.co.nz)  
**Subject:** Official Information Request  
**Date:** Thursday, 26 May 2016 11:56:00 a.m.  
**Attachments:** [image001.png](#)  
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[image004.jpg](#)

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Dear Joshua

Thank you for your email dated 28 April 2016 to Mr Bernie Hawke requesting information related to Dunedin city's designation as a UNESCO City of Literature. Mr Hawke has forwarded me your request to respond to.

Your request has been considered under the provisions of the Local Government Official Information and Meetings Act 1987 (LGOIMA) and the following response is provided. I have repeated your questions to give context to our response.

**1. Any and all research conducted into the economic benefits to Dunedin city arising from the city's designation as a UNESCO City of Literature.**

When considering the potential economic benefits of the City of Literature designation for Dunedin, web based research was undertaken to establish if there had been any formal assessment of the economic benefit of the City of Literature designation by any of the existing cities.

The general findings of the research identified that the creative city designation supported local economic development by encouraging cultural tourism and local creative activity. A detailed list of sources consulted was not kept or considered necessary to be kept as new research is continuously being undertaken.

A search of information currently available on the internet may be of interest to you. The information and links are listed below:

OECD Studies in Tourism. *Tourism and the Creative Economy*  
<http://tinyurl.com/OECD-Studies-in-Tourism>

Edinburgh Tourism Action Group. *Business Opportunities Edinburgh City of Literature*  
<http://tinyurl.com/Edinburgh-Bus-Opportunities>

UNESCO Creative Cities in the UK  
<http://tinyurl.com/UNESCO-Creative-Cities>

The current research continues to support the expectation that the City of Literature designation will support local economic development by encouraging cultural tourism and local creative activity.

**2. All metrics the Council uses to determine the success of all City of Literature events.**

The role of the Director City of Literature and the Dunedin City Council support for the City of Literature is to facilitate and support other local individuals and groups to run successful events rather than organizing and running events.

The support the Director City of Literature and Dunedin City Council will provide includes the alerting of the event organisers to potential funding sources; the connection of individuals who have similar or common purpose; the promotion of events through the Dunedin City of Literature website and social media etc.

Individual event organisers will have the prerogative to determine their own measures of success; for example revenue or profit; number of participants etc) but the Director will keep records of the number and type of events conducted (as far as possible) and individuals/groups supported.

The literary events may be one-off events conducted by individuals or groups or included in an extended festival such as the Dunedin Writers and Readers Festival, or part of a larger festival such as the Fringe Festival or Arts Festival Dunedin or

they may be the core business of groups such as the Fortune Theatre or Glove Theatre and any other groups.

**3. The full financial cost to the Dunedin City Council of the 2014 bid for Dunedin to become a UNESCO City of Literature.**

The work to prepare the Dunedin City Council's bid for the UNESCO City of Literature was undertaken on a voluntary basis. To support the bid \$11,540 was spent on the design, development and building of the website <http://tinyurl.com/Dunedin-City-of-Literature>

In addition the hosting cost of the website for 2014 was \$480, so in total \$12,020 was spent in the preparation of the Dunedin City Council bid to become a UNESCO City of Literature.

**4. The full annual budget including all staff salaries for the City of Literature.**

In the Dunedin City Council Long Term Plan (LTP) 2015/16 to 2024/25, the Council approved a budget of \$100,000 for 2015/16 and \$50,000 in subsequent years for the City of Literature.

As the feasibility and sustainability of an independent trust governance model was investigated during 2015/16 with no dedicated staff resource, only a limited proportion of the budget has been spent. It is estimated that approximately \$29,000 will be spent by 30 June 2016, with the salary for the Director being effective from 16 May 2016.

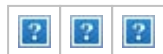
As part of the Draft 2016/17 Annual Plan process, the Council has proposed an additional \$50,000 in the 2016/17 and 2017/18 years to make a total budget of \$100,000 for each of these years. In addition, the Council has approved a carry forward of \$71,000 from 2015/16 and endorsed the recruitment of a full time staff member for a fixed term to 30 June 2018.

The estimated annual cost for the City of Literature programme is \$135,000. This will include the salary of the Director City of Literature; marketing; promotion; advertising; website hosting; cell phone charges; laptop computer lease including licensing, support and network integration; travel and accommodation; stationery including printing and postage and venue hire; catering costs and project and training facilitation.

Kind Regards

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